



Soil Conservation District

Outreach Plan Guide

Outreach Goal

What outreach needs has your District Board identified but have been unable to pursue? Clearly state the outreach goal in one or two sentences.

Examples: increase District awareness in urban/suburban communities, educate schoolkids about soil health, recruit volunteers to help with office tasks, increase program participation among historically underserved farmers, promote pollinator habitat planting

Audiences

List individuals or groups that will most likely be the focus of your outreach effort. Be specific.

Who do you depend on to put conservation on the ground? Examples: grain producers, non-farming rural residents, future farmers

Who do you depend on to support your mission? Examples: partners and stakeholders, local and state officials, board members, volunteers

Who do you depend on to help spread your message? Examples: media, citizens, partners and stakeholders, local landowners, hunters and outdoorsman, staff, board members, local conservation groups, volunteers

Key Messages

Determine what information you wish to convey. Keep your message focused, concise, and consistent.

What do you want your audience to feel after receiving the message?

What do you want your audience to know after receiving the message?

Tactics

List the activities you plan to conduct to reach your audiences. Consider how your target audience prefers to receive information.

Examples:

Print: brochures, fact sheets, news releases, feature articles, flyers, newsletters, letter to editors, direct mailing

Electronic: videos, emails, radio interviews, television, web feature

Visuals: slides, photos, displays, posters, signs, stickers, swag

Personal Contact: workshops, presentations, lectures, demonstrations, field days, meetings, interviews, surveys, press events, conferences

Other: partnerships, cooperative agreements, board members

Implementation

Include a tentative schedule for completing each activity. Identify who will be responsible for implementing the activities.

Evaluation

Measurable ways to evaluate the effectiveness of your outreach efforts. Examples: Keep contact log of calls received from new people, why they called, and how they heard about you; keep track of number of face-to-face meetings and if those meetings result in new partners or cooperators; number of news stories in local media on District projects; attendance numbers at field day.